

Sample social media posts for volunteer recruitment

Whether you're looking for help with one of our 'year-round' fundraising events, or you're in need of collectors for the Scottish Poppy Appeal itself, please tweak the posts according to your need. Add in specific dates and locations that you're looking for help with and include your own contact details. These posts are just a guide to help you compose your own content.

Generic post incl year-round fundraising

Volunteers are the lifeblood of @Poppyscotland! I am the Area Organiser for XXXX and we are always looking for helpers to collect during the #ScottishPoppyAppeal and with other year-round fundraising events. If you're interested in joining our amazing team of volunteers in XXXXXXX please get in touch with me via email xxx@xxxxxx or by phone xxxxxxxxxx.

National Volunteer Week (1 – 7 June)

1. It's national #VolunteersWeek. @Poppyscotland's volunteers make a life-changing difference to our Armed Forces community. But we need more volunteers. Could you help? There are plenty of ways you can get involved. Please get in touch with me by email XXXX to find out more.
2. Today marks the start of #VolunteersWeek (1-7 June), as a @Poppyscotland Area Organiser for XXXXX, I'd like to say a huge thank you to all the fantastic volunteers who have helped me out. If you would like to join our team of local volunteers, please get in touch via xxxx or xxxx! #ThankYou #PoppyVolunteers

Youth Groups

Young volunteers play a huge role in the success of the #ScottishPoppyAppeal each year. If you're in a CCF group, you're volunteering for Duke of Edinburgh or you're a member of a guiding or scouting group, and you'd like to get involved in volunteering for @Poppyscotland in the XXXX area, please email xxxx.

Scottish Poppy Appeal

1. Thousands of people volunteer their time each year to support the #ScottishPoppyAppeal as either supermarket collectors or street collectors. Could you help us out in the XXXXX area this year? Email xxxx or call xxxx for more information.
2. The 2022 #ScottishPoppyAppeal is fast approaching, and we urgently need volunteers to collect for us in A, B and C. Do you have a few hours to spare to help out? Please get in touch and help us ensure we can get Poppies out in our community this year.
3. Do you have a few spare hours to help with #ScottishPoppyAppeal collections in XXXX. We're looking for people to volunteer for two-hour slots in Tesco XXXX from xx to xx October. Please get in touch if you can help out, email XXXX or call XXXX.

4. We're looking for #ScottishPoppyAppeal volunteers to help collect in XXXX town centre on the following dates: 28th Oct, 29th Oct, 3rd Nov and 6th Nov. If you have a couple of hours to spare, please call XXXX.
5. Could you spare an hour or two to help us with #ScottishPoppyAppeal street collections? We need volunteers on the following dates: XX, XX and XX. Pls call XXXX for more information.
6. The #ScottishPoppyAppeal has officially started, and we need your help more than ever! I am the area organiser for XXXX and I'm looking for volunteers to help us collect and sell poppies in the XXXX area. Do you have an hour to spare? Whatever your age or availability, if you are interested, please email xxxx.
7. We need you! Do you have a couple of hours to spare for this year's #ScottishPoppyAppeal? We are looking for volunteers to help with supermarket collections in XXXX. You can volunteer as much or as little time as you like. Please call XXX for more info.
8. By giving just a little of your time, you can make a big difference to our Armed Forces community. Volunteer for the #ScottishPoppyAppeal and change lives today. Please call XXXX for more info.
9. As we get ready for #PoppySaturday, our biggest fundraising day of the year, we are still looking for volunteer collectors in XXXX. If you can help, even for an hour or two, please email xxxx.
10. Do you have a few hours to spare to volunteer as a #ScottishPoppyAppeal collector? Whether it's signing up for a couple of hours holding a tin and a box of Poppies in your local supermarket, or standing on the High Street on #PoppySaturday, we would love to hear from you. Please email/phone XXXX to find out more.